

# ***LEVERAGING REUSABLE HTML OBJECTS TO MANAGE COURSE CONTENT***

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# BLACKBOARD CONTENT COLLECTION

- File storage and management tools
- Customizable permissions at folder & file levels
- Can share content with users, groups, and public
- Supports most common file types (Word, PPT, Excel, images, mp4, mp3, HTML, etc.)

The screenshot displays the Blackboard Content Collection interface for Ottawa University. The top navigation bar includes the university logo, the motto "Prepare for a Life of Significance", and a user profile for "Ottawa Online Staff". A secondary navigation bar contains links to "My Courses", "Library", "Content Collection", "Content" (highlighted), "Calendar", "Academic Advising", and "System Admin". Below this, a breadcrumb trail shows "Content Collection" and "institution".

The left sidebar, titled "Content Collection", lists several categories: "My Content", "Course Content", "Group Content", "Ottawa University" (selected), "Library Content", and "Bookmarks".

The main content area, titled "Ottawa University", features a toolbar with buttons for "Upload", "Create Folder", "Build", "Link", "Set Up Shared Location", and "Start Workflow". Below the toolbar, a table lists the contents of the "Academics" folder. The table has columns for "File Type", "Name", "Edited", "Size", "Permissions", "Versions", and "Comments". A single entry is shown: a folder named "Academics" edited on "Apr 22, 2016 2:36:59 PM" with a size of "3.84 GB". Above the table, there are buttons for "Bookmark Items", "Email Items", "Download Package", "Copy", "Move", "Recycle", and "Refresh". The "Available Quota" is indicated as "Unlimited".

File Type	Name	Edited	Size	Permissions	Versions	Comments
Folder	Academics	Apr 22, 2016 2:36:59 PM	3.84 GB			

# CONTENT COLLECTION SPACES

## Institution Content

Files can be shared in multiple courses and locations in Bb

- Document of standard institutional policies
- Program handbooks
- Standard/generic directions for common course tasks
- Catalog of master course syllabi
- Standard rubrics

## Courses Content

Files are typically shared in one specific course or sections of that course.

- PowerPoint presentations
- Files needed to complete course work
- Assignment directions
- Syllabus
- OER materials


## METHOD 1:

# LINK TO THE FILE USING THE PERMANENT URL

### Create Web Link

*A Web Link is a shortcut to a Web resource. Add a Web Link to a Content Area to provide a quick access to a Web resource.*

*\* Indicates a required field.*

- Web Link Information**
  - \* Name*
  - \* URL*    
For example, <http://www.myschool.edu/>
  - ☐ This link is to a Tool Provider. [What's a Tool Provider?](#)

# USE CASES

- Provide a file in a content area.
- Provide a link to the master syllabus.
- To make content concise to prevent too much scrolling.
- To provide a description/explanation of the file before students view the file.

The screenshot displays a web interface for a course management system. On the left is a vertical sidebar with a red header containing the text 'MGMT-OF-HLTH-CARE-ORGS - Master-Content' and a home icon. Below this, the sidebar lists course-related items: 'Syllabus', 'E-Text', 'Weekly Materials', 'Assignments', and 'Discussions'. A section titled 'COURSE MANAGEMENT' follows, containing a list of tools: 'Control Panel', 'Content Collection', 'Course Tools', 'Evaluation', 'Grade Center', 'Users and Groups', 'Customization', 'Packages and Utilities', and 'Help'. The main content area on the right is titled 'Syllabus' and features the Ottawa University logo with the tagline 'Prepare for a Life of Significance'. Below the logo is a paragraph of text: 'Building on its foundation as a Christ-inspired community of grace and open inquiry, Ottawa University prepares professional and liberal arts graduates for lifetimes of personal significance, vocational fulfillment, and service to God and humanity.' The syllabus content is organized into four sections, each with a title and a right-pointing arrow: 'Course Description and Course Objectives', 'Activities and Assignments', and 'University and Course Policies'.

**Syllabus**

**Ottawa University**  
Prepare for a Life of Significance™

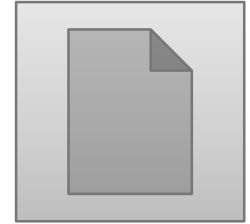
*Building on its foundation as a Christ-inspired community of grace and open inquiry, Ottawa University prepares professional and liberal arts graduates for lifetimes of personal significance, vocational fulfillment, and service to God and humanity.*

**Course Description and Course Objectives**

**Activities and Assignments**

**University and Course Policies**

# 360° VIEW



Each file has its own 360° View page that contains:

- Properties
  - Permanent URL
- Permissions
- Links (locations file is linked)

Week1\_Learning Resources.html

## Table of Contents

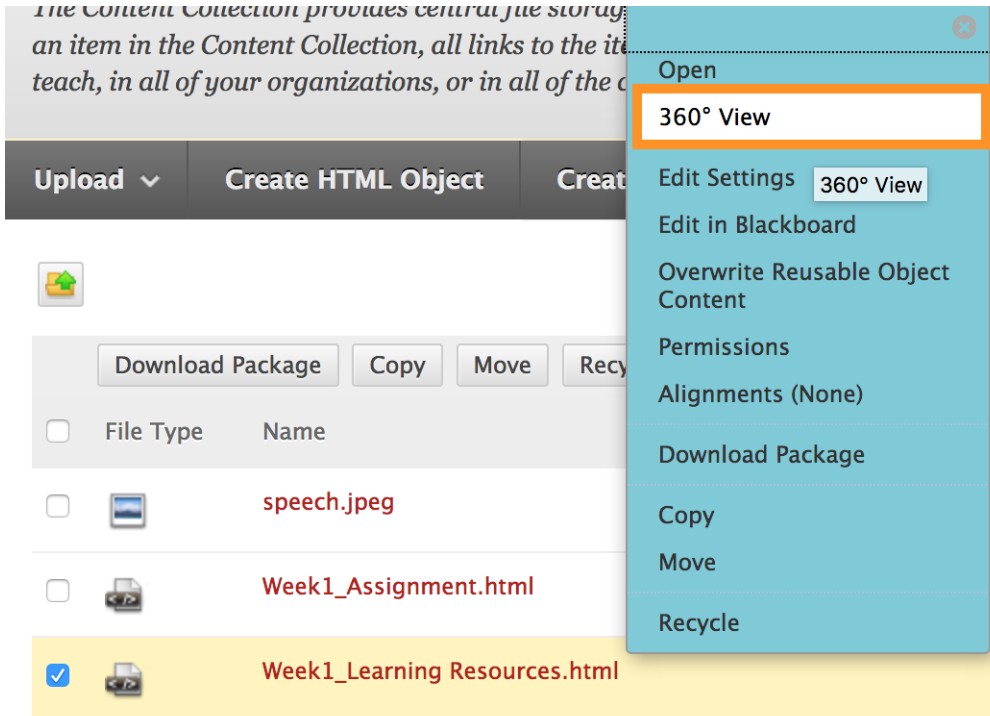
### About this File

#### Properties

Name:	Week1_Learning Resources.html
Preview:	(Click to view this file from the Web browser.) <a href="https://ottawau.blackboard.com/bbcswebdav/courses/COM-11023-Master-Online-Content-2017/Week(1)/Week1_Learning Resources.html">/courses/COM-11023-Master-Online-Content-2017/Week(1)/Week1_Learning Resources.html</a>
Web Folder URL:	<a href="https://ottawau.blackboard.com/bbcswebdav/courses/COM-11023-Master-Online-Content-2017/Week%281%29/Week1_Learning%20Resources.html">https://ottawau.blackboard.com/bbcswebdav/courses/COM-11023-Master-Online-Content-2017/Week%281%29/Week1_Learning%20Resources.html</a>
Permanent URL:	<a href="https://ottawau.blackboard.com/bbcswebdav/xid-8118777_1">https://ottawau.blackboard.com/bbcswebdav/xid-8118777_1</a>
File Type:	text/html
File Size:	2.59 KB
Owner:	SYSTEM
Created By:	Ottawa Online Staff
Created On:	Monday, May 22, 2017 3:31:13 PM CDT
Last Edited By:	Ottawa Online Staff
Last Edited:	Tuesday, May 23, 2017 10:47:47 AM CDT
Learning Object Type:	HTML Object
Lock Status:	Unlocked

# OPEN 360° VIEW

- Navigate to the file in the Content Collection
- Select “360° View” from the file menu.



# COPY THE PERMANENT URL

## Week1\_Learning Resources.html

### Table of Contents

### About this File

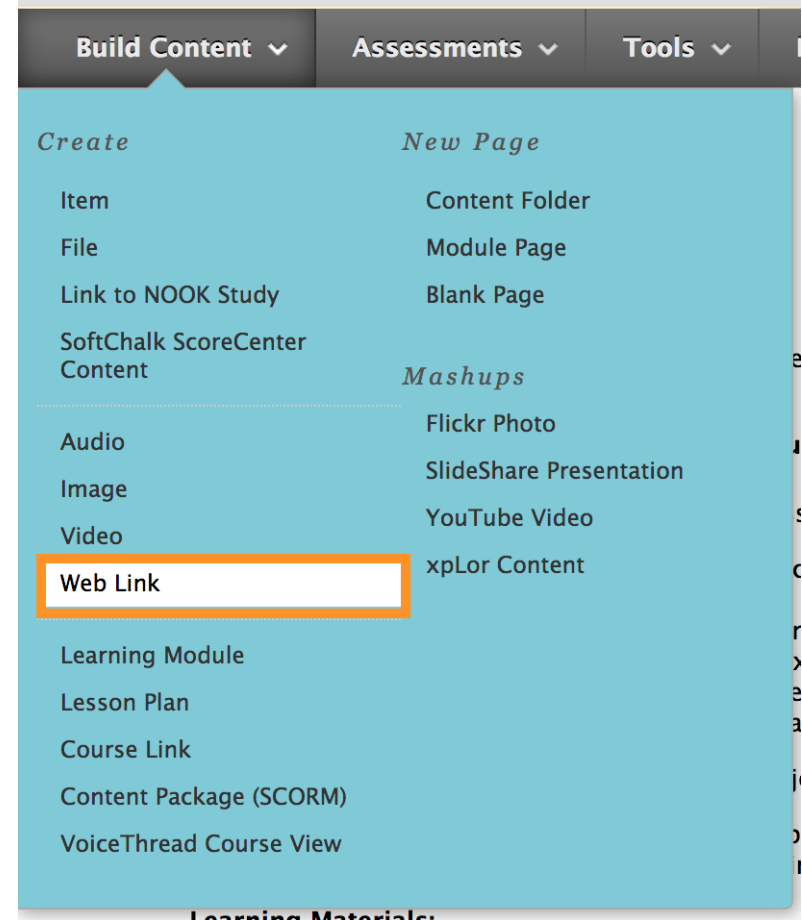
#### Properties

Name:	Week1_Learning Resources.html
Preview:	(Click to view this file from the Web browser.) <a href="/courses/COM-11023-Master-Online-Content-2017/Week(1)/Week1_Learning Resources.html">/courses/COM-11023-Master-Online-Content-2017/Week(1)/Week1_Learning Resources.html</a>
Web Folder URL:	<a href="https://ottawau.blackboard.com/bbcswebdav/courses/COM-11023-Master-Online-Content-2017/Week%281%29/Week1_Learning%20Resources.html">https://ottawau.blackboard.com/bbcswebdav/courses/COM-11023-Master-Online-Content-2017/Week%281%29/Week1_Learning%20Resources.html</a>
Permanent URL:	<a href="https://ottawau.blackboard.com/bbcswebdav/xid-8118777_1">https://ottawau.blackboard.com/bbcswebdav/xid-8118777_1</a>
File Type:	text/html
File Size:	2.59 KB
Owner:	SYSTEM
Created By:	Ottawa Online Staff
Created On:	Monday, May 22, 2017 3:31:13 PM CDT
Last Edited By:	Ottawa Online Staff
Last Edited:	Tuesday, May 23, 2017 10:47:47 AM CDT
Learning Object Type:	HTML Object
Lock Status:	Unlocked



# CREATE A WEB LINK IN COURSE

- Navigate to the desired content area in your course shell.
- Create a “Web Link” and give it an appropriate title.



# PASTE THE PERMANENT URL INTO THE URL DIALOG BOX

## Create Web Link

*A Web Link is a shortcut to a Web resource. Add a Web Link to a Content Area to provide a quick access to a Web resource.*

\* Indicates a required field.

### 1. Web Link Information

\* Name

Week 1 Learning Resources

\* URL

ttawau.blackboard.com/bbcswebdav/xid-8118777\_1

*For example, <http://www.myschool.edu/>*

☐ This link is to a Tool Provider. [What's a Tool Provider?](#)



# SAVE YOUR WEB LINK

- Set up the desired properties for the web link.
- Click “Submit” to save the web link.

### Create Web Link

A Web Link is a shortcut to a Web resource. Add a Web Link to a Content Area to provide a quick access point to relevant materials. [More Help](#)

\* Indicates a required field.

Cancel Submit

#### 1. Web Link Information

\* Name

\* URL   
For example, <http://www.myschool.edu/>

☐ This link is to a Tool Provider. [What's a Tool Provider?](#)

#### 2. Description

Text

Rich text editor toolbar with options for Text, Paragraph, Arial, 3 (12pt), Bold, Italic, Underline, Link, Unlink, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, and HTML/CSS.

Path: p Words: 0

#### 3. Attachments

If you select a file you do not want, click **Do Not Attach** to remove the attachment from the content item. The file itself is not deleted.

Attach File

#### 4. Web Link Options

Open in New Window ☒ Yes ☐ No

#### 5. Standard Options

Permit Users to View this Content ☒ Yes ☐ No

Track Number of Views ☐ Yes ☒ No

Select Date and Time Restrictions

☐ Display After

Enter dates as mm/dd/yyyy. Time may be entered in any increment.

☐ Display Until

Enter dates as mm/dd/yyyy. Time may be entered in any increment.

## METHOD 2:

# ATTACH FILE TO ITEM OR ASSIGNMENT



### Create a Persona

Attached Files:  [Week 1-Creating a Persona Worksheet.docx](#) (134.65 KB)



A persona is a fictitious character that is created to represent a demographic. It is often used in marketing to represent different user types within the targeted demographic that might use a service or product. Your task is to create a persona for a media outlet, such as, [the Explore Fairbanks, Alaska website](#), the television station [MTV Tr3s](#), or the radio show "[Fresh Air with Terry Gross](#)" on NPR, or you may select another media outlet. Think about the people they would like to attract to the media outlet. Think about the demographics, such as age, lifestyle, professional interests, education, etc.

Use the "Creating a Persona Worksheet" to help create a "persona" for an individual in the target audience of your selected media outlet. Include your worksheet in addition to your analysis. Give your persona a name and describe who they are. This is a very vivid way to describe a target audience. This example is on [Jane Smith](#).

Compose your Persona with your analysis in APA format. Include a title page and a conclusion. Click the assignment link to compare your work to the rubric before submitting it. Click the same link to submit your assignment.

Due: Sunday at 11:59 p.m., CT

Points Possible: 75

# USE CASES

To provide additional files needed for an item, web link or assignment.

- **Examples:**
  - An assignment template
  - Alternative file types of content (i.e. attach audio recording of text)
  - OER materials



# BROWSE CONTENT COLLECTION


- Go to the desired content area in your course shell.
- Create an item or assignment and give it an appropriate name.
- Under “Attachments”, click “Browse Content Collection” option.

## 1. Content Information

✱ Name

Color of Name  Dark Faded Red

Text  
For the toolbar, press ALT+F10 (PC) or ALT+FN+F10 (Mac).



Path: p

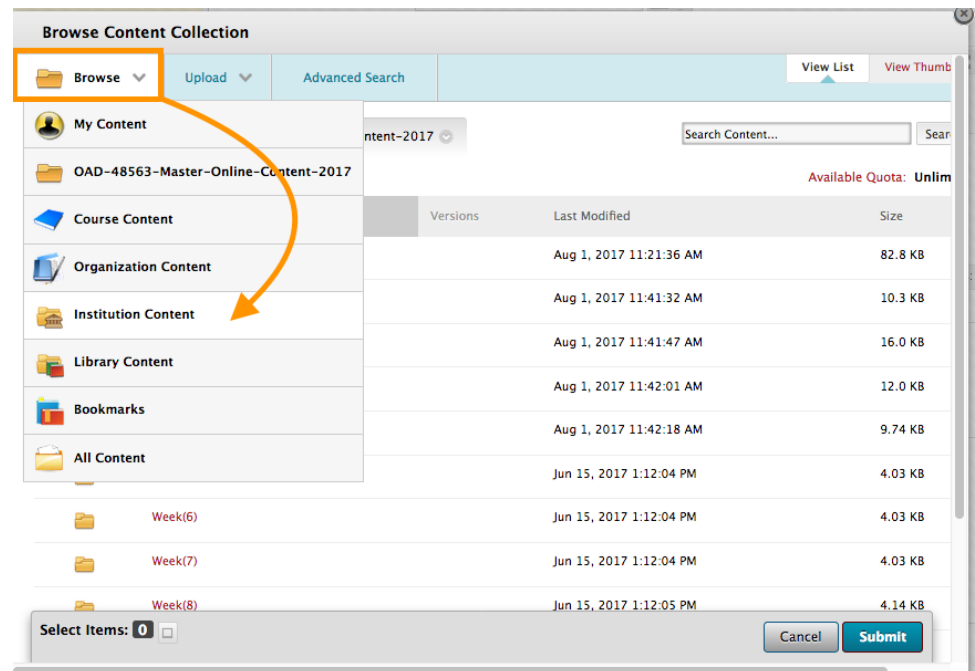
## 2. Attachments

*If you select a file you do not want, click **Do Not Attach** to remove the attachment from the content item. The file itself is not deleted.*

Attach File

# NAVIGATE TO YOUR FILE

- The “Browse Content Collection” window opens to the Course Content.
- To navigate to the Institution Content, select “Institution” from the “Browse” menu.
- Click “Submit” to add the attachment.




# SAVE THE ATTACHMENT

- Complete the selection of the remaining configuration options on the item, web link or assignment.
- Click “Submit” to save your work.
- The attachment appears under the title of the item, web link or assignment.



## Create a Persona

Attached Files:  [Week 1-Creating a Persona Worksheet.docx](#) (134.65 KB)



A persona is a fictitious character that is created to represent a demographic. It is often used in marketing to represent different user types within the targeted demographic that might use a service or product. Your task is to create a persona for a media outlet, such as, [the Explore Fairbanks, Alaska website](#), the television station [MTV Tr3s](#), or the radio show ["Fresh Air with Terry Gross" on NPR](#), or you may select another media outlet. Think about the people they would like to attract to the media outlet. Think about the demographics, such as age, lifestyle, professional interests, education, etc.

Use the "Creating a Persona Worksheet" to help create a "persona" for an individual in the target audience of your selected media outlet. Include your worksheet in addition to your analysis. Give your persona a name and describe who they are. This is a very vivid way to describe a target audience. This example is on [Jane Smith](#).

Compose your Persona with your analysis in APA format. Include a title page and a conclusion. Click the assignment link to compare your work to the rubric before submitting it. Click the same link to submit your assignment.

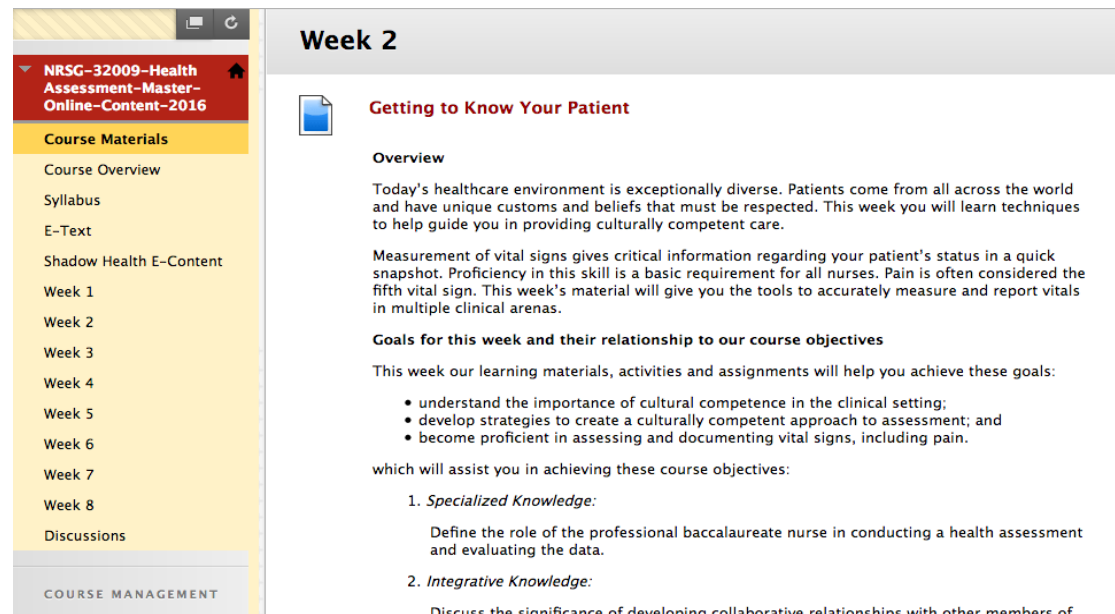
Due: Sunday at 11:59 p.m., CT

Points Possible: 75




## USING REUSABLE HTML OBJECTS:

# DISPLAY CONTENT WITHIN COURSE SHELL



The screenshot displays a course management interface. On the left is a sidebar with a red header 'NRSRG-32009-Health Assessment-Master-Online-Content-2016' and a yellow 'Course Materials' section. The 'Course Materials' list includes 'Course Overview', 'Syllabus', 'E-Text', 'Shadow Health E-Content', and a list of weeks from Week 1 to Week 8, with 'Discussions' at the bottom. The 'COURSE MANAGEMENT' section is at the very bottom. The main content area is titled 'Week 2' and features a document icon next to the heading 'Getting to Know Your Patient'. Below this is an 'Overview' section with two paragraphs of text. The first paragraph discusses the diverse healthcare environment and the need for cultural competence. The second paragraph discusses the importance of vital signs. Below the overview is a section titled 'Goals for this week and their relationship to our course objectives', which lists two goals: 'Specialized Knowledge' (understanding cultural competence and developing assessment strategies) and 'Integrative Knowledge' (discussing collaborative relationships).

**Week 2**

 **Getting to Know Your Patient**

**Overview**

Today's healthcare environment is exceptionally diverse. Patients come from all across the world and have unique customs and beliefs that must be respected. This week you will learn techniques to help guide you in providing culturally competent care.

Measurement of vital signs gives critical information regarding your patient's status in a quick snapshot. Proficiency in this skill is a basic requirement for all nurses. Pain is often considered the fifth vital sign. This week's material will give you the tools to accurately measure and report vitals in multiple clinical arenas.

**Goals for this week and their relationship to our course objectives**

This week our learning materials, activities and assignments will help you achieve these goals:

- understand the importance of cultural competence in the clinical setting;
- develop strategies to create a culturally competent approach to assessment; and
- become proficient in assessing and documenting vital signs, including pain.

which will assist you in achieving these course objectives:

1. *Specialized Knowledge:*  
Define the role of the professional baccalaureate nurse in conducting a health assessment and evaluating the data.
2. *Integrative Knowledge:*  
Discuss the significance of developing collaborative relationships with other members of \_\_\_\_\_

# REUSABLE HTML OBJECTS

- **Bb has a built in HTML editor for static HTML files**
  - Optionally, BbDrive allows you to edit files in HTML Software of your choice
- **Files can be displayed in course content and assignments (like embedding a webpage)**
- **Files can be linked to in multiple courses and locations in Bb**
- **Accessible**

The screenshot displays the Blackboard 'Course Content' interface for 'Week(1)'. At the top, there are tabs for 'View List' and 'View Thumbnail'. Below the title, a descriptive paragraph explains the Content Collection's purpose. A toolbar contains buttons for 'Upload', 'Create HTML Object', 'Create Folder', and 'Set Up Shared Location'. The main area shows a list of files with columns for checkboxes, file type, name, edited date, size, and permissions. Three HTML files are listed: 'Week1\_Assignment.html', 'Week1\_Learning Resources.html', and 'Week1\_Overview.html'.

**Course Content: Week(1)** View List View Thumbnail

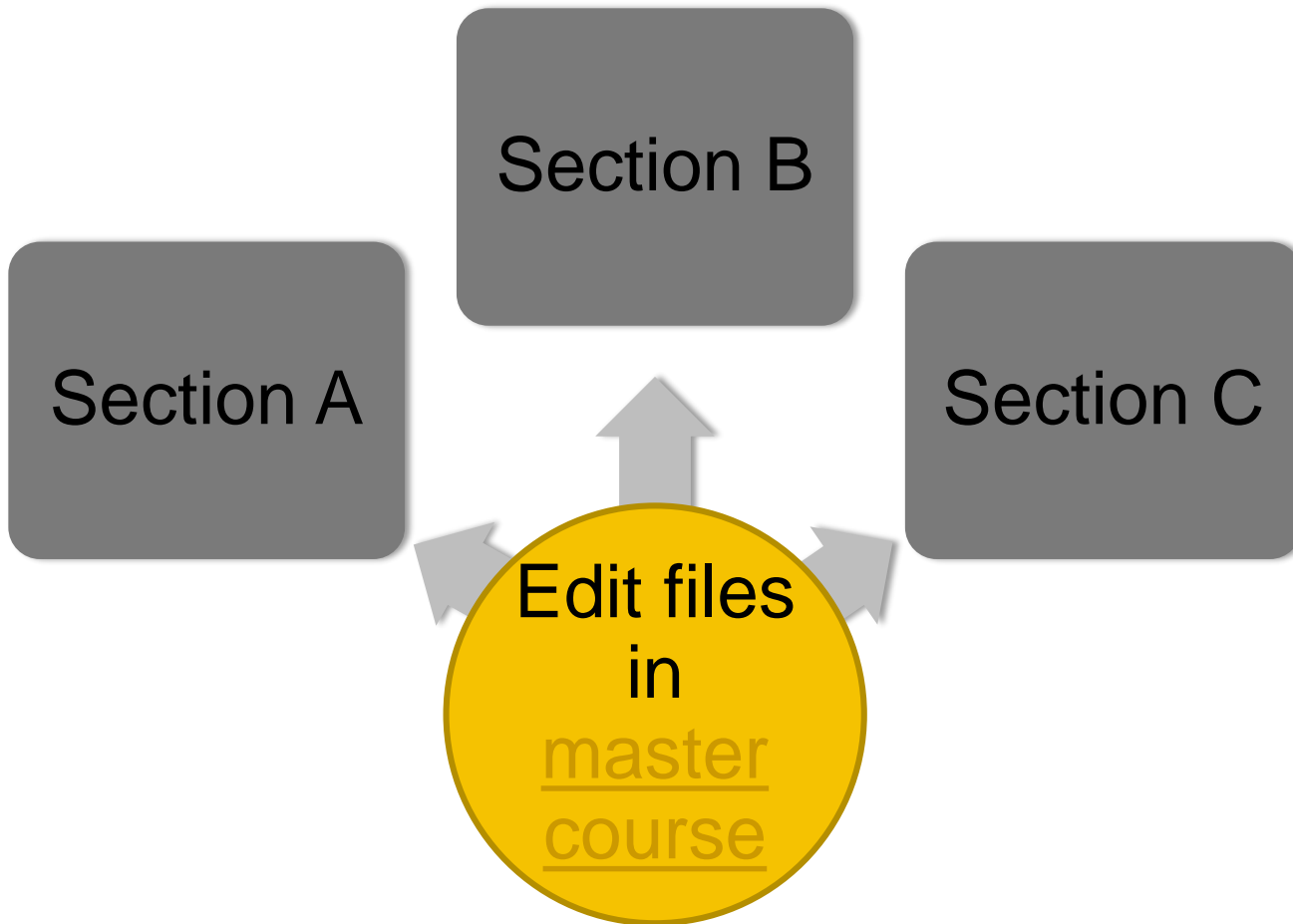
*The Content Collection provides central file storage for all content. When creating content for your course, you can link to items anywhere in the Content Collection. When you change an item in the Content Collection, all links to the item reflect those changes. Using the links in the **Control Panel**, you can access the content in your present course, in all courses you teach, in all of your organizations, or in all of the courses in the institution. [More Help](#)*

Upload Create HTML Object Create Folder Set Up Shared Location

Download Package Copy Move Recycle Refresh

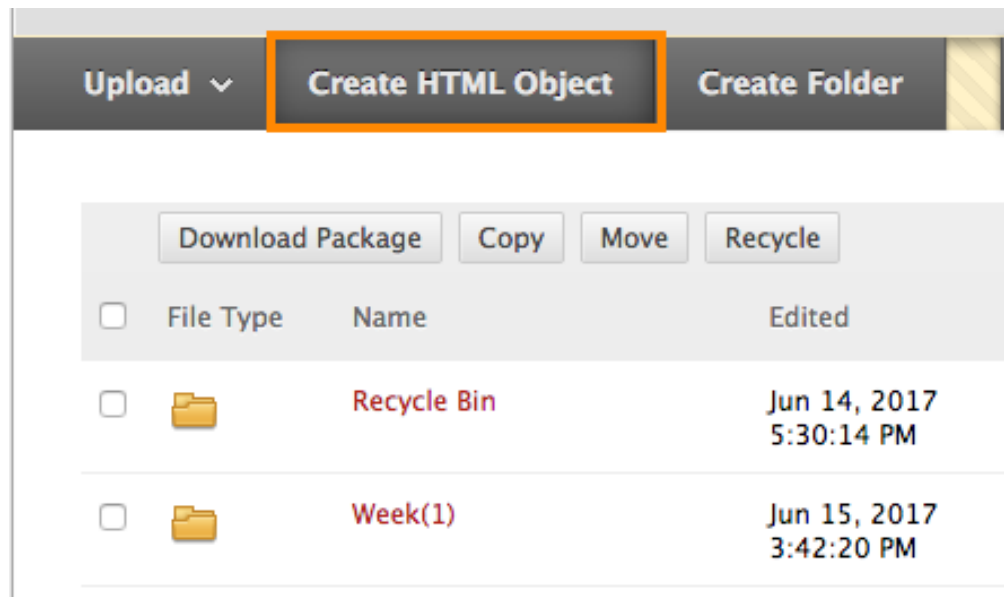
<input type="checkbox"/>	File Type	Name	Edited	Size	Permissions
<input type="checkbox"/>		Week1_Assignment.html	Jul 31, 2017 1:35:01 PM	1.08 KB	
<input type="checkbox"/>		Week1_Learning Resources.html	Jul 31, 2017 1:30:53 PM	5.51 KB	
<input type="checkbox"/>		Week1_Overview.html	Aug 1, 2017 11:41:32 AM	3.69 KB	

# MAKE CHANGES IN ONE PLACE



# CREATE A REUSABLE HTML OBJECT

- Go to the desired content area in the Content Collection.
- Click “Create HTML Object”.



# USE CONTENT EDITOR TO INPUT CONTENT

- Give your file an identifying name (ex. Week 1 Case Study Assignment Directions).
- Create the file content using the rich text editor (or the HTML editor tool).
- Select your desired file options.
- Click “Submit” to save the file.

### Create Reusable Object

Create content that can be reused in one or more locations within the course. Reusable Objects appear as HTML files in Course Files once they are created. [More Help](#)

\* Indicates a required field.

Cancel Submit

#### 1. Information

Define basic information about the reusable object.

\* Name

☐ If selected, the system automatically overwrites the existing file with the same name.

Reusable Object Type HTML Object

Content

Paragraph Arial 3 (12pt)

Rich text editor toolbar with icons for bold, italic, underline, link, unlink, list, indent, outdent, undo, redo, and other formatting options.

Path: p Words: 0

#### 2. Options

Select Options

☐ Lock File  
An item can be unlocked only by the person who locked it. Locking an item prevents other users from editing it and precludes overwriting and renaming.

☐ Share Comments  
If Comments are Shared, users with Read permission may view and add Comments.

☐ Enable Versioning  
If Versioning is enabled, overwriting or editing a file will create a new Version.

☐ Enable Tracking  
If Tracking is enabled, each instance that a user interacts with an item is recorded.

#### 3. Submit

Click Submit to proceed. Click Cancel to go back.

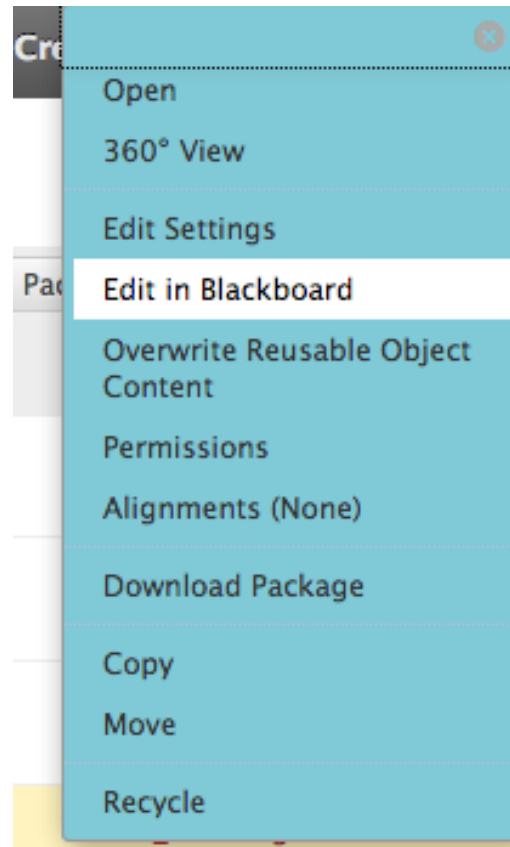
Cancel Submit

**USING REUSABLE HTML OBJECTS**

# **EDITING FILES**

# EDIT IN BLACKBOARD

- Navigate to your HTML Object in the Content Collection.
- Click the options menu and select “Edit in Blackboard”.



# EDIT YOUR FILE

- Use the content editor to revise the file.
- Optionally use the “HTML view” to clean up the code.
- Click “Submit” to save your changes.

Text





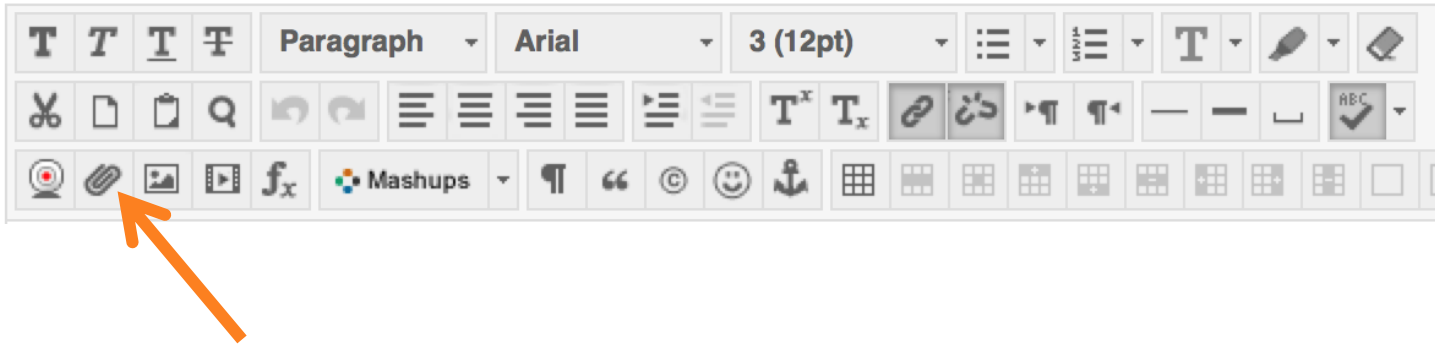
**USING REUSABLE HTML OBJECTS**

# **DISPLAY IN COURSE CONTENT**

# INSERT FILE FROM CONTENT COLLECTION

- **Go to the desired content area in your course shell.**
- **Create an item or an assignment and give it an appropriate title.**
- **Click the “Insert File” tool (paperclip icon) in the content editor.**
- **Select “Browse Content Collection”**

Text



# DO NOT OPEN IN NEW WINDOW

- Select the desired HTML Object (click on the folder titles to enter a folder, select the radio button next to the HTML Object to select).
- Click “Submit”.
- Next to “Open in new window” Select the NO radio button.

Name of Link to File

Alt Text

Alt text defines what this image is for a visually impaired or blind user using assistive technology such as screen readers. They can't see the image, so they need to know what it is.

Open in new window ☐ Yes ☒ No

Manage Access ☒ Give users access to all files and folders in the folder  
☐ Give users access to this file only  
☐ Give users access to selected files in folder

# CONTENT EDITOR DISPLAYS LINK TO FILE

- **Complete the selection of the remaining configuration options.**
- **The content editor displays a link to the Reusable HTML Object.**
- **Click “Submit” to save your work.**

## Create Item

A content item is any type of file, text, image, or link that appears to users in a Content Area, Learning Module, Lesson Plan, or content folder. [More Help](#)

\* Indicates a required field.

Cancel Submit

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### 1. Content Information

\* Name

Color of Name ■ Black

Text  
For the toolbar, press ALT+F10 (PC) or ALT+FN+F10 (Mac).

Paragraph Arial 3 (12pt)

T T T T Paragraph Arial 3 (12pt) [List Icons] [Indent Icon] [Decrease Indent Icon]

[Undo] [Redo] [Find] [Link] [Unlink] [Table] [Text Color] [Background Color] [Bulleted List] [Numbered List] [Outdent] [Indent] [Font Size] [Font Style] [Font Color] [HTML CSS]

[Week1\\_Learning\\_Resources.html](#) | ←

Path: p Words: 2

**PERMISSION CONSIDERATIONS**





# **EDIT PERMISSION SETTINGS**

# **PERMISSION SETTINGS**

- **You must grant permissions to make the content accessible to users.**
- **System Administrators have full control over the permissions on each file and folder including who can: read it, modify it, remove it, and control its properties and settings.**
- **To permit students and faculty to view a file used in multiple courses, you must set the minimum permissions so that all users can read the file.**

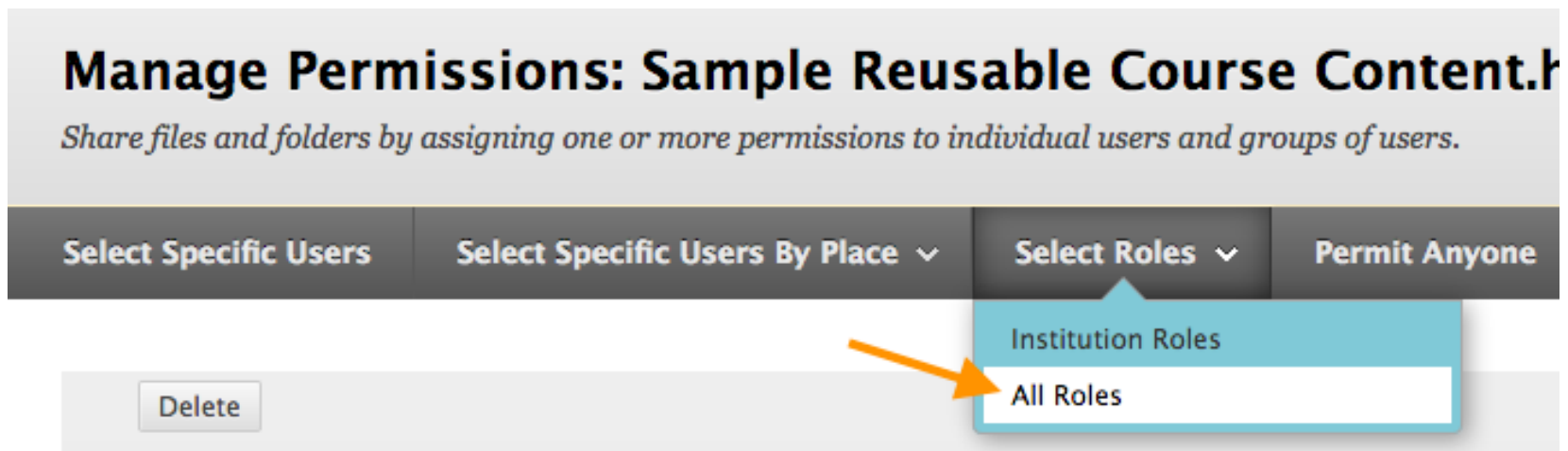
# SET READ PERMISSIONS FOR ALL USERS

- Locate the desired file or folder in the Content Collection.
- Click the permissions icon (a hand holding a file) next to the file.

		Sample Reusable Course Content.html 	Jun 6, 2014 5:33:46 PM	1 KB	
-----------------------------------------------------------------------------------	-----------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------	---------------------------	------	-------------------------------------------------------------------------------------

# SELECT ROLES

- Hover your mouse over “Select Roles” and select “All Roles” from the options menu.





# SELECT THE RADIO BUTTON NEXT TO "READ" TO SELECT IT

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## 1. Set Permissions

Permissions



Read



Write



Remove



Manage

---

## 2. Submit

*Click **Submit** to proceed. Click **Cancel** to go back.*

# COURSE COPY CONSIDERATIONS

- Different institutions use different course copy settings/methods
- Work with your system administrator to find the best method for you
- We use the option to “Copy links to Course Files”

## 3. File Attachments

*Select an option for copying your file attachments. If content will be reused in a different course, copying links and copies of the content is the recommended option. Click **More Help** for additional information.*

Course Files

- ☒ Copy links to Course Files
- ☐ Copy links and copies of the content
- ☐ Copy links and copies of the content (include entire course home folder)

# QUESTIONS?

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